

SEPTEMBER 29, 2021

I want to start by giving you some highlights from this morning's UCLA Anderson Economic Forecast webinar. In the Management section below I have provided copies of the presentation materials they provided.

Some of this material gets complicated and "deep in the weeds". The major takeaways are that the Delta variant has created a drag on the overall economic recovery and as a result the pace of recovery will be somewhat slower and take longer than their previous forecast. As a result they have reduced the national GDP growth to 5.6% in 2021 and 4.1% in 2022. They raised the 2023 projected GDP to 3.1%

The service sector is seeing the fastest recovery while the sale of goods is being significantly impacted by supply chain restraints. Many cargo ships are hovering off shore from our ports for long periods of time waiting to be unloaded. Two days ago the Wall Street Journal reported that the latest shipping headache has more than 60 ships sitting idle off of the coast of Southern California. Wait times for unloading are stretching as long as three weeks.

This results in additional costs being passed on to consumers. Demand is outpacing the supply of goods and this will likely be the case for several more months. This, coupled with the government pumping money into the economy is creating inflation pressure and higher prices. Inflation in Q4, 2021, is projected to be 4.1%. It is projected that inflation will gradually decline to 3.3% in 2022 and 2.6% in 2023. A lot of this will be dependent on Fed's money policies and interest rates going forward.

For more details you can dig into the full reports below.

Now it's time to review the Nielsen audience trend results for September Week 4 and the September Full Month for our PPM measured markets. With some of the usual statistical variations our markets continue to perform very well as we head into Q4:

Los Angeles (Metro 12+ Population 11,469,700)

AQH:

July Monthly - 644,400
Aug Monthly - 647,100
[Sept Monthly - 641,500](#)

Sept. Week 1 - 653,000
Sept. Week 2 - 652,900
Sept. Week 3 - 606,800
[Sept. Week 4 - 653,200](#)

Cume:

July Monthly - 10,244,800
Aug Monthly - 10,304,000
Sept Monthly - 10,021,300

Sept. Week 1 - 10,243,500
Sept. Week 2 - 10,158,000
Sept. Week 3 - 10,282,100
Sept. Week 4 - 10,172,000

Riverside/San Bernardino (Metro 12+ Population 2,145,300)**AQH:**

July Monthly - 104,500
Aug Monthly - 108,900
Sept Monthly - 114,600

Sept. Week 1 - 111,500
Sept. Week 2 - 113,900
Sept. Week 3 - 113,500
Sept. Week 4 - 119,400

Cume:

July Monthly - 1,929,800
Aug Monthly - 1,881,700
Sept Monthly - 1,897,900

Sept. Week 1 - 1,938,400
Sept. Week 2 - 1,871,200
Sept. Week 3 - 1,934,300
Sept. Week 4 - 1,847,900

San Diego (Metro 12+ Population 2,873,100)

AQH:

July Monthly - 119,700
Aug Monthly - 129,100
Sept Monthly - 137,300

Sept. Week 1 - 133,800
Sept. Week 2 - 136,100
Sept. Week 3 - 137,000
Sept. Week 4 - 142,400

Cume:

July Monthly - 2,363,700
Aug Monthly - 2,399,900
Sept Monthly - 2,448,400

Sept. Week 1 - 2,410,300
Sept. Week 2 - 2,457,400
Sept. Week 3 - 2,460,600
Sept. Week 4 - 2,465,400

“Knowledge is power. And you need power in this world. You need as many advantages as you can get.”

-Ellen DeGeneres

RESOURCES AND ARTICLES OF INTEREST TO SALES AND ADVERTISERS

How to Practice Active Listening in Sales

The Center For Sales Strategy (Emily Nelson) September 29, 2021

https://blog.thecenterforsalesstrategy.com/how-to-practice-active-listening-in-sales?utm_campaign=subscriber&utm_medium=email&hsmi=165010118&hsenc=p2ANqtz--s8ef1NY7iyGk5c5AvKutmG-Tu0gjFOvkY-P0kVAflqaJP5GIVDCRuObKLEVv6F2eLFv3fFZoOJY6g7FnNXn1RXsv5kg&utm_content=165010118&utm_source=hs_email

Is Your Marketing Leveraging The Changing Hispanic Demographic?

MediaPost September 29, 2021

https://www.mediapost.com/publications/article/367341/is-your-marketing-leveraging-the-changing-hispanic.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123808&hashid=nPO6kNh8ToCb2_NBH4Mycg

Three Reasons Brands Are Exploring Non-Digital Channels In Their Advertising Strategies

Forbes September 29, 2021

(Note: While this article is mostly about the use of print there is also a lesson and opportunity in it for radio as well)

<https://www.forbes.com/sites/theyec/2021/09/28/three-reasons-brands-are-exploring-non-digital-channels-in-their-advertising-strategies/?sh=501dcac31e5f>

'The Time To Learn Audio Is Now,' WARC Tells Brands And Agencies.

Inside Radio September 28, 2021

http://www.insideradio.com/free/the-time-to-learn-audio-is-now-warc-tells-brands-and-agencies/article_6ec403bc-2027-11ec-aaa8-afb5aa961aaf.html

The Verdict's In: AM/FM Radio Works For Law Firm Advertising.

Inside Radio (MARU/Matchbox) September 28, 2021

http://www.insideradio.com/free/the-verdicts-in-am-fm-radio-works-for-law-firm-advertising/article_21700ca0-2027-11ec-b334-3b2c7618fe48.html

Nielsen: The Podcast Audience is Diversifying

Podcast Business Journal September 28, 2021

https://podcastbusinessjournal.com/nielsen-podcast-audience-is-diversifying/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Podcasting Is Shaking Off Its Niche Status As Reach Grew 21% In The Past Year.

Inside Radio (Nielsen Scarborough Podcast Buying Power) September 28, 2021

http://www.insideradio.com/free/podcasting-is-shaking-off-its-niche-status-as-reach-grew-21-in-the-past-year/article_4cdea8ce-2027-11ec-a99c-17f5728fd8c7.html

Semiconductor shortages to cost auto industry \$210 billion in revenue this year

The Bradford Era September 27, 2021

https://www.bradfordera.com/news/nation/semiconductor-shortages-to-cost-auto-industry-210-billion-in-revenue-this-year/article_66a627d8-861f-52a1-810c-479689ee81c8.html

More Brand Continuity In Latest Spot Radio Report

Radio + Television Business Report September 27, 2021

<https://www.rbr.com/mm-spot-ten-radio-092721/>

Use Your Geographic Advantages To Win New Dollars

Radio Ink (Charlie Sislen) September 27, 2021

<https://radioink.com/2021/09/27/use-your-geographic-advantages-to-win-new-dollars/>

Computer Chip Shortage Could Drag Through 2022, Prolonging High Prices

Forbes September 26, 2021

<https://www.forbes.com/sites/jimhenry/2021/09/26/computer-chip-shortage-could-drag-through-2022-prolonging-high-prices/?sh=5ab72af0b742>

Fall Cleanup

Radio Ink (Rick Fink) September 27, 2021

https://radioink.com/2021/09/27/fall-cleanup/?vgo_ee=g4MdlIvetgiR1mkR7kijJ4BI1h38V58Ke8bVrp%2FmcsM%3D

Be More Persuasive to Get What You Want

SalesFuel September 25, 2021

<https://salesfuel.com/be-more-persuasive-to-get-what-you-want/>

Stress In Sales: How to Be Proactive to Prevent Burnout

SalesFuel September 25, 2021

<https://salesfuel.com/stress-in-sales-how-to-be-proactive-to-prevent-burnout/>

Receiving Feedback: How to Do It Better to Reap the Benefits

SalesFuel September 25, 2021

<https://salesfuel.com/receiving-feedback-how-to-do-it-better-to-reap-the-benefits/>

Halloween spending expected to hit all-time high of \$10.4 billion

Chain Store Age September 22, 2021

https://chainstoreage.com/halloween-spending-expected-hit-all-time-high-104-billion?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Weekend+Update&utm_keyword=&oly_enc_id=8319H4585489H7M

HOW TO USE INBOUND MARKETING TO INCREASE REVENUE FOR MEDIA COMPANIES

LeadG2 September 24, 2021

<https://leadg2.thecenterforsalesstrategy.com/blog/how-to-use-inbound-marketing-to-increase-revenue-for-media-companies>

Marketers Ride New Waves of Radio Advertising

As more consumers go “screen-free” radio moves to the forefront of media planning

ANA (RAB) September 21, 2021

https://www.ana.net/magazines/show/id/forward-2021-09-rab-dialing-up-brand-audio?st3=210927mkg360amnon&utm_source=informz&utm_medium=email&utm_campaign=210927-marketing360-am-non&zs=FANij1&zl=sO3u7

ATTACHMENT: [Marketers Ride New Waves of Radio Advertising](#)

Survey: Delta variant will fuel holiday e-commerce boom

Chain Store Age September 24, 2021

https://chainstoreage.com/survey-delta-variant-will-fuel-holiday-e-commerce-boom?oly_enc_id=8319H4585489H7M&utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA_Connected+Retail&utm_keyword=

TV Is Leading The Move To Impressions. Radio May Be Next.

Inside Radio September 23, 2021

http://www.insideradio.com/free/tv-is-leading-the-move-to-impressions-radio-may-be-next/article_aa09d8f2-1c35-11ec-ac75-6fb81e1849fc.html

RESOURCES AND ARTICLES OF INTEREST TO MANAGERS FOR PLANNING AND FORECASTING:

Below are the three main handouts from today's UCLA Anderson Economic Forecast webinar. The first is the full, highly detailed report. The second is the presentation deck for the US forecast and the third is the presentation deck for the California forecast.

ATTACHMENT: [UCLA Anderson Forecast – Sept. 2021](#)

ATTACHMENT: [UCLA Anderson US Forecast Sept. 2021](#)

ATTACHMENT: [CA Forecast UCLA Anderson – Sept. 2021](#)

Magna: Digital Audio Ad Spending Will Grow Faster Than Traditional Radio In 2021.

Inside Radio September 29, 2021

http://www.insideradio.com/podcastnewsdaily/magna-digital-audio-ad-spending-will-grow-faster-than-traditional-radio-in-2021/article_f6f3234a-2143-11ec-82f4-67a3d4b33ce9.html

Remember – Political Ads for State and Local Races Trigger FCC Political Obligations

Broadcast Law Blog (David Oxenford) September 27, 2021

<https://www.broadcastlawblog.com/2021/09/articles/remember-political-ads-for-state-and-local-races-trigger-fcc-political-obligations/>

Bergner: Radio Not Going Back to a \$15 Billion Industry

Radio Ink September 29, 2021

<https://radioink.com/2021/09/29/bergner-radio-not-going-back-to-a-15-billion-industry/>

How the Digital Industry Plans to Woo Traditional TV Ad Dollars

September 26, 2021

<https://www.adweek.com/programmatic/how-the-digital-industry-plans-to-woo-traditional-tv-ad-dollars/>

US advertising rebound intensifies, on pace to grow 23%, Magna says

MarketingDive September 27, 2021

https://www.marketingdive.com/news/us-advertising-rebound-intensifies-on-pace-to-grow-23-magna-says/607215/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-09-28%20Marketing%20Dive%20Newsletter&utm_content=A&utm_term=Marketing%20Dive

With Projected Ad Spend Increases Through '22, Magna Sees 'Demand Returning To Radio.'

Inside Radio September 28, 2021

http://www.insideradio.com/free/with-projected-ad-spend-increases-through-22-magna-sees-demand-returning-to-radio/article_e6e0c876-2027-11ec-b8fd-57095ca0bdb0.html

Researcher To Urge Congress To Require Full Advertising Transparency From Platforms

MediaPost September 28, 2021

https://www.mediapost.com/publications/article/367298/researcher-to-urge-congress-to-require-full-advert.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123795&hashid=XOWE7PwD4-lekA7MLbhQg

We Give Our Product Away Too Much

Radio Ink September 28, 2021

https://radioink.com/2021/09/28/we-give-our-product-away-too-much/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Futuri: Two-thirds Of Radio Broadcasters Optimistic About Industry.

Inside Radio September 27, 2021

http://www.insideradio.com/free/futuri-two-thirds-of-radio-broadcasters-optimistic-about-industry/article_2d3da91c-1f5e-11ec-97a5-17bb7d672a76.html

Ad Industry Says \$1 Billion For FTC Should Be Accompanied By National Privacy Law

MediaPost September 27, 2021

https://www.mediapost.com/publications/article/367285/ad-industry-says-1-billion-for-ftc-should-be-acco.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123786&hasid=3ryQP86FTTiyUS5w5BYR2g

Spotify Rebrands Its Ad Unit As It Looks To Attract More Small And Mid-Sized Marketers.

Inside Radio September 27, 2021

http://www.insideradio.com/free/spotify-rebrands-its-ad-unit-as-it-looks-to-attract-more-small-and-mid-sized/article_0565d376-1fd4-11ec-be8d-a7e254fe625a.html

Traffic Services Back Online As Marketron Continues Recovery From Cyber-Attack.

Inside Radio September 27, 2021

http://www.insideradio.com/free/traffic-services-back-online-as-marketron-continues-recovery-from-cyber-attack/article_eb5cd4ea-1f5e-11ec-9e92-630a453a920e.html

What Will The Future Of Audience Measurement Be: Executives From Ad Tech Providers Respond

Forbes September 21, 2021

<https://www.forbes.com/sites/bradadgate/2021/09/21/what-will-the-future-of-audience-measurement-be-executives-from-ad-tech-providers-respond/?sh=19174c7922cf>

Will Nielsen Kerfuffle Kill The GRP?

MediaPost September 23, 2021

https://www.mediapost.com/publications/article/367200/will-nielsen-kerfuffle-kill-the-grp.html?utm_source=newsletter&utm_medium=email&utm_content=readmore&utm_campaign=123780&hasid=13ziehw8S-6SGyiO6JORFg

Three Ways Sales Leaders Can Build A Culture Of Continuous Learning

Forbes September 23, 2021

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2021/09/23/three-ways-sales-leaders-can-build-a-culture-of-continuous-learning/?sh=77f817126107>

FCC Commissioner Takes Swing at Digital Platforms

Radio Ink September 24, 2021

https://radioink.com/2021/09/24/fcc-commissioner-takes-swing-at-digital-platforms/?vgo_ee=g4MdllvetgiR1mkR7kij4BI1h38V58Ke8bVrp%2FmcsM%3D

Ad Loads At Hispanic Radio: Tackling A Tough Topic

Radio + Television Business Report September 23, 2021

<https://www.rbr.com/ad-loads-at-hispanic-radio-tackling-a-tough-topic/>

Challenges and Opportunities in Spanish-language Radio

Radio + Television Business Report September 23, 2021

<https://www.rbr.com/challenges-and-opportunities-in-spanish-language-radio/>

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